

To Readers of Magazines:

Here Is a Question of Fair Play---

There is now before Congress a measure that will exclude Everybody's Magazine and practically all other periodicals from the United States mails.

Legislation to destroy a great part of the country's free press could not be passed in the ordinary way.

The American People Wouldn't Stand for It,

But this measure is tacked onto an appropriation bill to avoid debate or consideration.

Prompt action is essential.

Are You Interested? If So, Read the Facts.

Everybody's Magazine makes each year for its stockholders about \$100,000.

These figures are on file at Washington in the Department of Commerce and Labor.

The postal measure now before Congress increases the cost of handling Everybody's Magazine \$150,000 a year.

It seeks to take from Everybody's Magazine 50% more than Everybody's Magazine has.

It actually excludes the magazine from the mails.

Is This Fair Play?

This proposition is intended, so the Postmaster General says, to increase the revenue of his Department.

How can increased revenue be raised from publications that have been killed?

How Can Any Man Pay What He Hasn't Got?

Everybody's Magazine is, we believe, the most prosperous magazine in its field.

It has the largest number of readers.

It carries the largest amount of advertising.

As corporations go, Everybody's Magazine is not rich!

But among magazine properties, Everybody's Magazine is said to be a top-notch.

How About the Others?

If Everybody's Magazine with over 650,000 circulation and its supremacy in advertising will be wiped out by this proposition,

What will happen to all the other high grade American Magazines?

What will happen to the great farm and religious publications?

What will happen to the hundreds of thousands of employees in the printing and publishing industry?

What will happen to the American people if such an unfair property-destroying measure can be railroaded into law?

Is This Fair Play?

*Everybody's
Magazine*